



Annabelle Barton

Fashion Designer and Creative Director

London, UK

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Links

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Languages

English (Native)

About

I am an enthusiastic and confident, MA graduate with a vast amount of knowledge about a variety fashion related skills including creative pattern cutting, styling, sewing skills and creative direction and retail. With a true passion for fashion diversity and sustainability, I strive to increase the conversations about petite luxury fashion as this is a neglected area within the industry. Size-A is the passion project turned into a personal brand during the completion of a masters degree, it is a luxury petite womenswear brand which offers adjustable waistlines and hemlines that allows all petite women the availability of clothes that will fit directly off the hanger. Collaborations to progress this conversation are extremely important to the integrity of the current and future work of Size-A.

BRANDS WORKED WITH

- Curate Beauty
- Fashion
- Kurt Geiger
- London Fashion Week
- Oldström
- Rainbowwave Paris Fashion Week

Experience

● Fashion Designer

Fashion | Sep 2022 - Now

Creative directed, designed, styled and made all looks for the show. Dressed 3 VIP guests which included, Ella Eyre. Model scouted and look-book shot prior to the show, make-up and hair looks designs created and chose professionals to execute. Music mix collaboration with industry DJ. SIZE- A X GOLA AW23 SPONSORSHIP 10 pairs of GOLA trainers gifted as a sponsorship for the Size- A , AW23 show. Created 6 pairs of re-worked trainers and heels to style with corresponding Size-A designs, worked with Vinluan Studios and selected student interns to create the outcomes for the show.

● SHOWROOM ASSISTANT

Oldström | Jun 2021 - Sep 2021

Worked at wholesale agency as an assistant, the role included preparing buying appointments on all schedules and within the showroom itself. Re-merchandising the showroom after appointments and inbetween seasons. Preparing clothes for trade shows and representing Kennel and Schmenger at trade shows. Visual merchandising for the showroom and trade show including Scoop. Research for potential target brands and buyers.

● Internship

Rainbowwave Paris Fashion Week | Feb 2020 - Mar 2020

Responsibilities included delivering garments to specific people around the city on time and ensuring they knew what content they needed to produce for each item. Assisting fashion wholesalers when meeting with buyers by, dressing the models, styling specific clothing to entice the buyer to other products and logging the items into the system once decisions were made. MAC SS19 Beauty Editorials Creative directed and executed 3 beauty editorials based on the current MAC beauty trends, that could have been used as promotional material for marketing their new season products.

● Beauty Marketing Internship

Curate Beauty | Sep 2020 - Oct 2020

Played a key part in producing cohesive content and imagery for social media channels including Instagram, and written content for the website. Being adaptable to ever changing deadlines for specific Instagram content and blog posts to ensure relevant content was being posted at all times.





- **Make-up artist**

London Fashion Week | Sep 2019 - Sep 2019

Main role was a make-up artist for all Fashion Scout catwalk shows including, Rohmir, Rocky Star and Ajane. Communication was key to locate your models, organise where you need to be to complete the make-up look, working with the lead make-up designer and hairdressers. Ensuring that you execute the design to your best of your abilities using the correct products and to the standard of the designer.



- **BRAND AMBASSADOR**

Kurt Geiger | Jan 2019 - Jan 2021

Responsibilities included, preparing the shop floor following visual merchandising guidelines provided. Serving customers following luxury service guidelines. Receiving and organising stock ensuring delivery and internet orders were controlled with new deliveries, and each product was sent to the correct place using the preferred method of the company.

Education & Training

2022 - 2022

- **Jimmy Choo's London Fashion Academy**

-Distinction in MA Entrepreneurship in Design and Brand Innovation, Fashion

2019 - 2020

- **Solent University**

-First Class Honours BA (Hons) Make-up and Hair Design, Makeup Artistry